

ABSTRACT OF THE DISCLOSURE

The present invention provides a system capable of individually controlling each of receiving devices while making full use of the advantages of broadcasting. Simultaneous transmission is carried out
5 from a broadcasting device 2 to a plurality of receiving devices 6 via a broadcasting path. Further, the broadcasting device 2 sends operation control data to the receiving device 6 through a communication path. The receiving device 6 changes its operation in accordance with the operation control data when received broadcasting is decoded. In this
10 way, each of the receiver devices 6 can be controlled individually using the operation control data while making full use of the advantages of broadcasting.